

Message Text

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PAGE 01 STATE 031778

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ORIGIN COME-00

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 ARA-10 EA-09 /057 R

DRAFTED BY OIM/BIC/WJLYNCH/MMM

APPROVED BY EB/OCA/CM/SHARRIS

EA/EP/MHENDERSON

ARA/EP/DLACEY

EB/OCA/CM/LKLIEFORTH

EB/OCA/CD/EFEATHERSTONE

OIM/EM:FOGELSONG

OIM:EM:HHEIKENEN

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R 092316Z FEB 76

FM SECSTATE WASHDC

TO AMEMBASSY MEXICO

AMEMBASSY SINGAPORE

AMCONSUL SYDNEY

AMEMBASSY TAIPEI

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E.O. 11652: N/A

TAGS:BEXP, MX, SN, AS, TW, IR

SUBJECT: NEW PRODUCT CLINICS, A NEW TRADE CENTER EVENT

----- BASED ON VTR'S

1. COMMERCE, WITH SUPPORT OF USIA, INTENDS TO TEST NEW PRODUCT CLINICS THIS FALL AT ADDRESSEE TRADE CENTERS. NEW PRODUCT CLINIC (NPC) IS A NEW TYPE TRADE CENTER EVENT BASED ON VIDEO TAPE RECORDINGS OF COMPANY SALES PRESENTATIONS.

2. EACH NEW PRODUCT CLINIC WILL CONSIST OF FROM 15 TO 36 EXHIBITING FIRMS. EACH EXHIBITOR WILL HAVE A 10 MINUTE VTR IN COLOR AND SOUND OF A COMPANY EXECUTIVE MAKING A SALES PRESENTATION. FIRMS WILL BE ENCOURAGED TO USE SALES

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PAGE 02 STATE 031778

AIDS, CHARTS, COLOR SLIDES AND EXISTING, USEABLE FILM CLIPS OR VTR'S OF THE PRODUCT IN ACTION--WHERE THESE CAN BE

INCLUDED IN THE L 10 MINUTE VTR. LOCAL LANGUAGE WILL BE DUBBED IN WHERE NECESSARY HOPEFULLY BY USIS AT POST AND THE VTR'S WILL BE BACKED UP BY A DISPLAY OF EXHIBITORS' CATALOGS.

3. EVENT WILL BE HELD IN TRADE CENTER FACILITY. WE ANTICIPATE VTR'S WOULD BE SHOWN IN HALF- OUR SEGMENTS COVERING 3 FIRMS, EACH RECEIVING 10 MINUTES, FOLLOWED BY A 20 MINUTE BREAK TO REVIEW CATALOGS. THERE SHOULD BE 3 VTR

RECEIVER SETS AVAILABLE PERMITTING CONCURRENT SHOWING OF 2 DIFFERENT VTR'S IN DIFFERENT ROOMS WITH EXTRA SET AVAILABLE TO SERVICE OUT OF TOWN OR MAJOR BUYERS WHO VISIT THE SHOW TO SEE ONE OR TWO LINES ONLY THEN LEAVE.

4. EVENT WILL RECEIVE CUSTOMARY TRADE CENTER AND E/C SECTION PROMOTION INCLUDING PROSPECTS IDENTIFICATION, FLYER, DIRECT MAIL, REPFIND AND PUBLICITY IN TRADE AND TECHNICAL PRESS.

5. SALES AND AGENCY LEADS DEVELOPED SHOULD BE HANDLED SEPERATELY FROM NORMAL TRADE OPPORTUNITY PROGRAM. NPC LEADS SHOULD BE FORWARDED PRIORITY USDOC CABLE TO WASHINGTON UNDER THE FOLLOWING SUBJECT: NEW PRODUCT CLINIC TRADE LEADS, WITH REFERENCE TO THIS MESSAGE, AND SHOULD BE SLUGGED FOR BIC/OIM, LEE BARNES. PRODUCT AND FOREIGN FIRM INFORMATION CONTAINED IN THE CABLE SHOULD ROUGHLY PARALLEL THAT IN A NORMAL TO REPORT, BUT SIC NUMBERS ARE NOT REQUIRED. ANY NUMBER OF PRODUCTS AND FOREIGN FIRMS MAY BE LISTED IN THE CABLE. A SEPARATE CABLE MAY BE PREPARED FOR EACH AMERICAN EXHIBITOR OR, ALTERNATIVELY, A SINGLE CABLE MAY BE USED TO TRANSMIT ALL LEADS ENGENDERED BY THE NPC PROVIDED THEY ARE GROUPED BY AMERICAN EXHIBITOR TO FACILITATE USDOC HANDLING. THE DISTRICT OFFICES WILL DISSEMINATE THIS INFORMATION TO AMERICAN EXHIBITORS BY TELEPHONE.

6. EVENT THEME WILL BE MACHINE TOOLS. COMMERCE NEGOTIATING WITH NATIONAL MACHINE TOOL BUILDERS ASSOC-
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PAGE 03 STATE 031778

IATION RE: CO-SPONSORSHIP AND PROVISION OF INDUSTRY EXPERT TO ASSIST YOU. EVENT TIMING IS LATE SEPTEMBER OR OCTOBER 1976.

7. EACH POST WILL RECEIVE FINISHED VTR TAPES, SCRIPTS, CATALOGS FOR CATALOG DISPLAY, MARKETING DATA FORMS, PA'S. TRADE CENTER WILL RECEIVE SUPPLEMENTAL FUNDS.

8. AFTER CONSULTATION WITH PAO, PLEASE REPLY TO FOLLOWING QUESTIONS:

A. RECOMMEND DATES.

B. ADVISE IF SUFFICIENT VTR RECEIVER SETS AVAILABLE TO YOU AT THAT TIME. IF NOT CAN YOU BORROW THEM FROM NEAR-BY POSTS.DO YOU HAVE 1/2" OPEN REEL OR 3/4" CASSET TYPE MACHINES?

C. IF LOCAL LANGUAGE SOUND TRACK REQUIRED, CAN PAO HANDLE THIS WITHIN HIS RESOURCES.

D. ADVISE EXTENT TO WHICH PAO CAN CONTRIBUTE TO ATTENDANCE PROMOTION, E.G., PRINTING AND MAILING OF FLYER, PRESS RELEASES, MEDIA COVERAGE.

9. BEFORE MAKING A FINAL DECISION TO IMPLEMENT THIS NEW PROGRAM, WE SOULD APPRECIATE RECEIVING YOUR VIEWS AND AN ESTIMATE OF THE RESOURCES WHICH THE RESPECTIVE ECON/COMMERCIAL SECTIONS WOULD EXPECT TO DEVOTE TO THE SUPPORT OF NPC. FROM THIS INFORMATION, IT WILL BE POSSIBLE TO JUDGE THE IMPACT OF THE NPC ON OVERALL CCP ACTIVITIES.

10. MESSAGE ON THIS SUBJECT BEING SENT BY USIA TO ADDRESSEE POSTS. INGERSOLL

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